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Kids and Traditional TV

The MTM JR. releases a report looking at children's TV viewing habits. Television continues to face increasingly stiff competition from YouTube and Subscription Video on Demand (SVOD) services, which offer an abundance of childrens' content on demand. Where does traditional TV fit in a landscape where it and so many other types of content are a button, or even a voice command, away? This report provides an overview of TV viewing in the context of other video sources amongst kids under 18 in the anglophone market, as well as activities that kids do while watching TV.

Some top findings from the report include:

- Although they have a lot of available video content at their disposal, anglophone children continue to choose traditional TV. Just over two-thirds of anglophones (aged 2-17) watch traditional linear TV in a typical week. Younger children (aged 2-6) are the most likely to be watching linear TV, while viewing declines as kids age and start discovering more content through online sources such as YouTube.
- Teens (12-17) are more likely to be watching content via SVODs in a typical week (9 self-reported hours) than traditional TV or Youtube. However, they report spending similar amounts of time watching TV and YouTube, with an average of 7.5 self-reported hours spent watching both TV and YouTube in a typical week.
- Cartoons are the most popular genre among kids who watch TV, especially among younger children. Interest in this type of content decreases as kids age, with teens being more likely to prefer genres that will appeal to a maturing audience, like drama, action/adventure, mysteries, and reality TV.
- One-third of teens say they always multitask while the TV is on. Communicating with friends is the most commonly done multitasking activity (56%), followed by social networking.

About the MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.